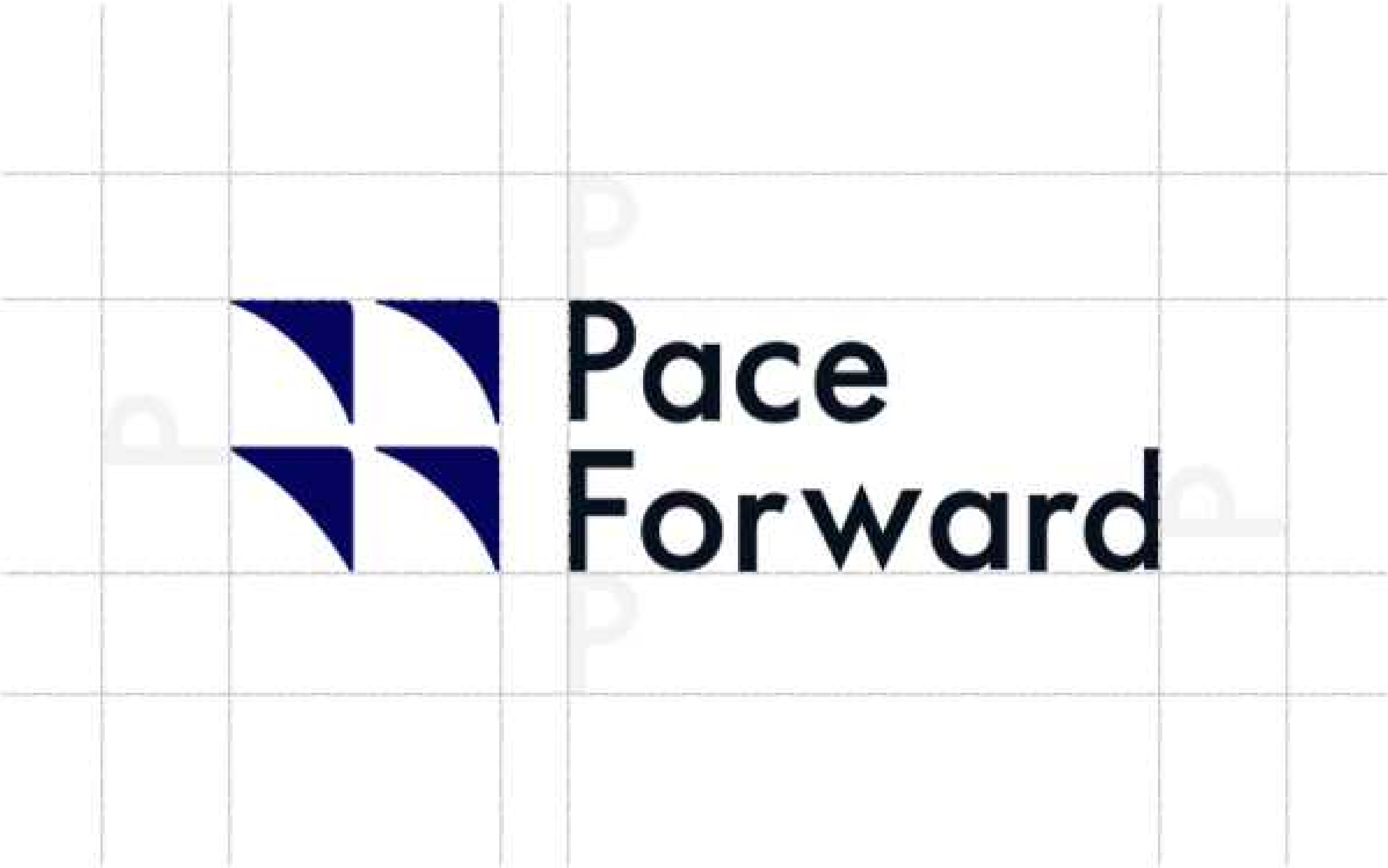
Pace
Forward

Logo

The Pace Forward logo is a key element of our brand identity. With consistent placement, sizing, clear space, and color usage, our logo remains recognizable across all platforms. This section will cover clear space, logo composition variations, and co-branding guidelines.

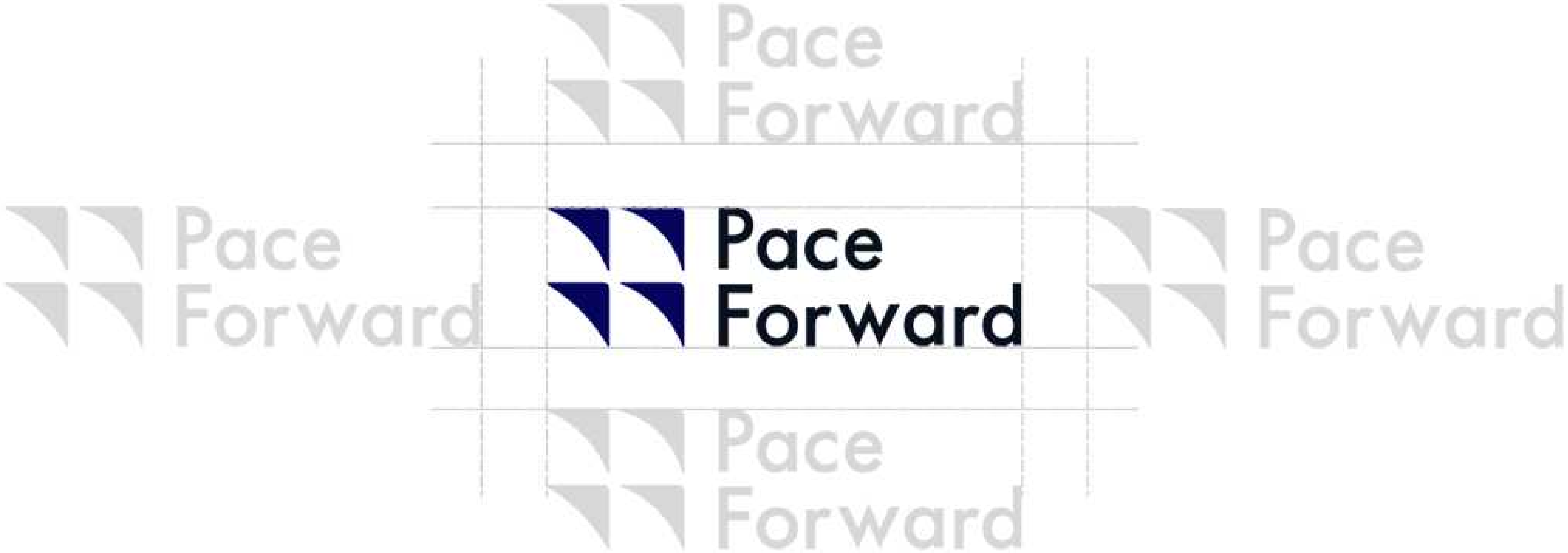
Pace
Forward

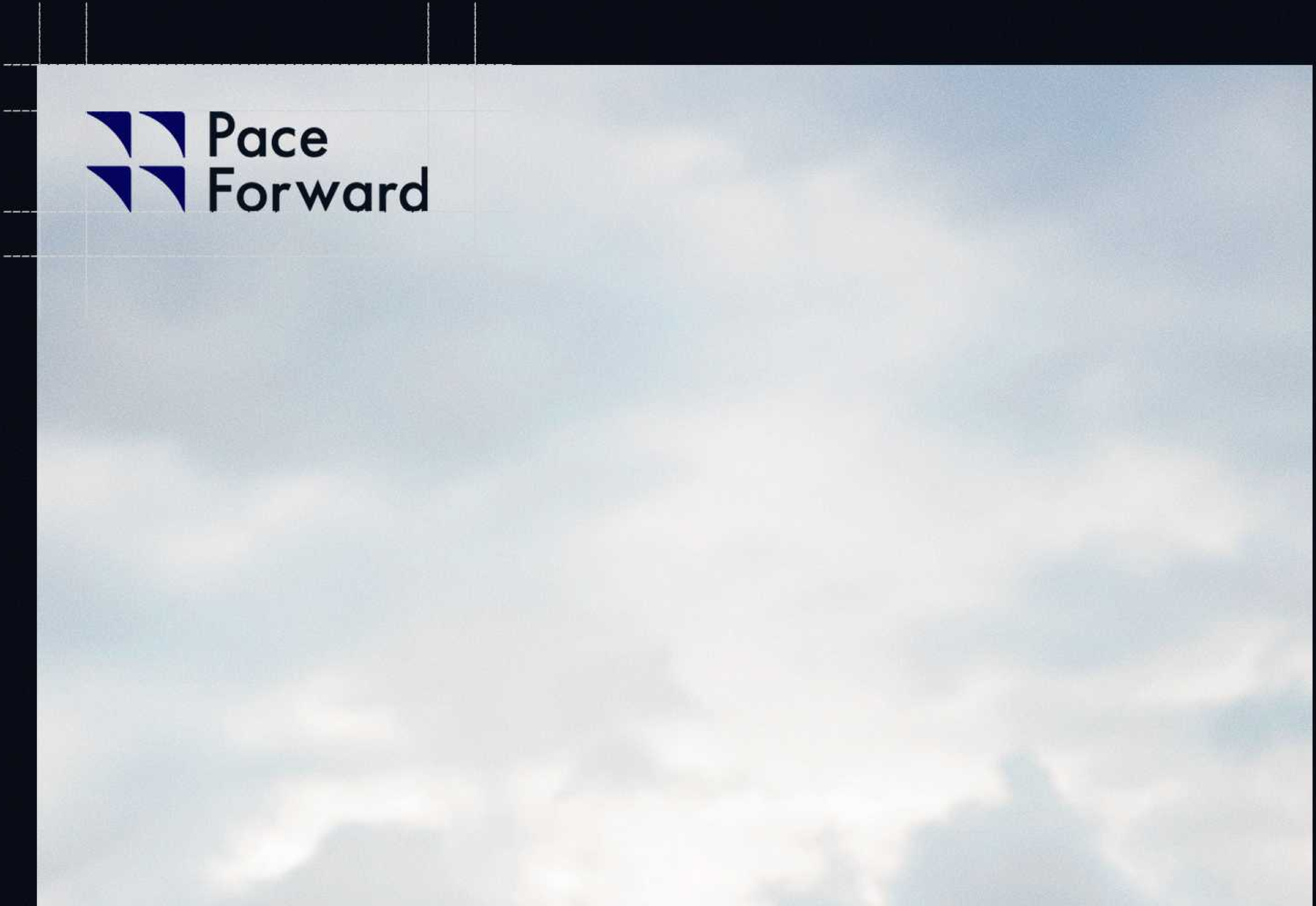
Pace
Forward

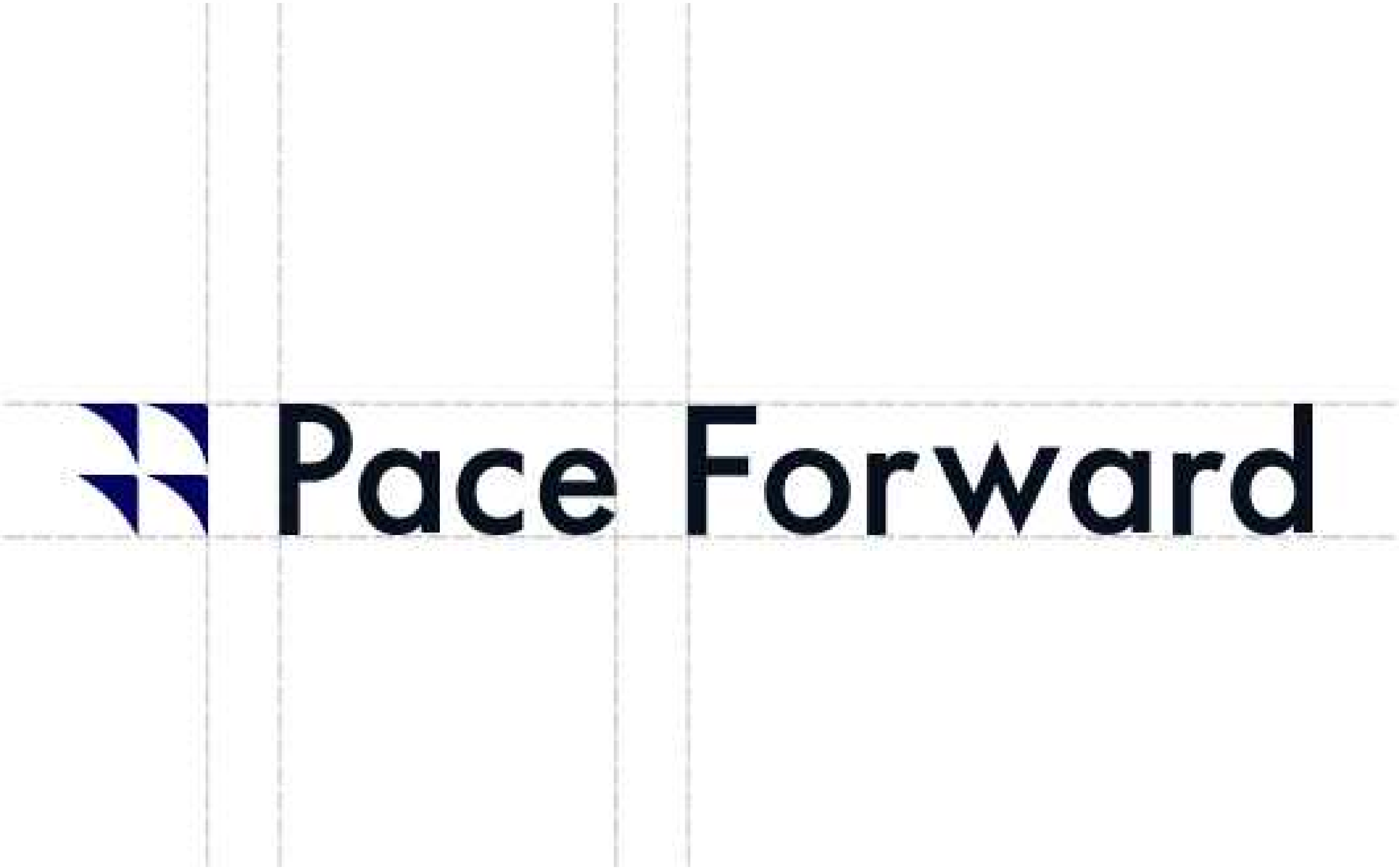


Logo Clearspace.

The clear space around the Pace Forward logo is crucial to maintain its visibility and impact. To ensure this, we use the height of the letter "P" from our logo as the unit of measurement for clear space. This distance should be maintained on all sides of the logo, keeping it free from other elements or the edge of the surface it's presented on. This clear space helps the logo stand out and prevents any visual clutter from interfering with its recognition.

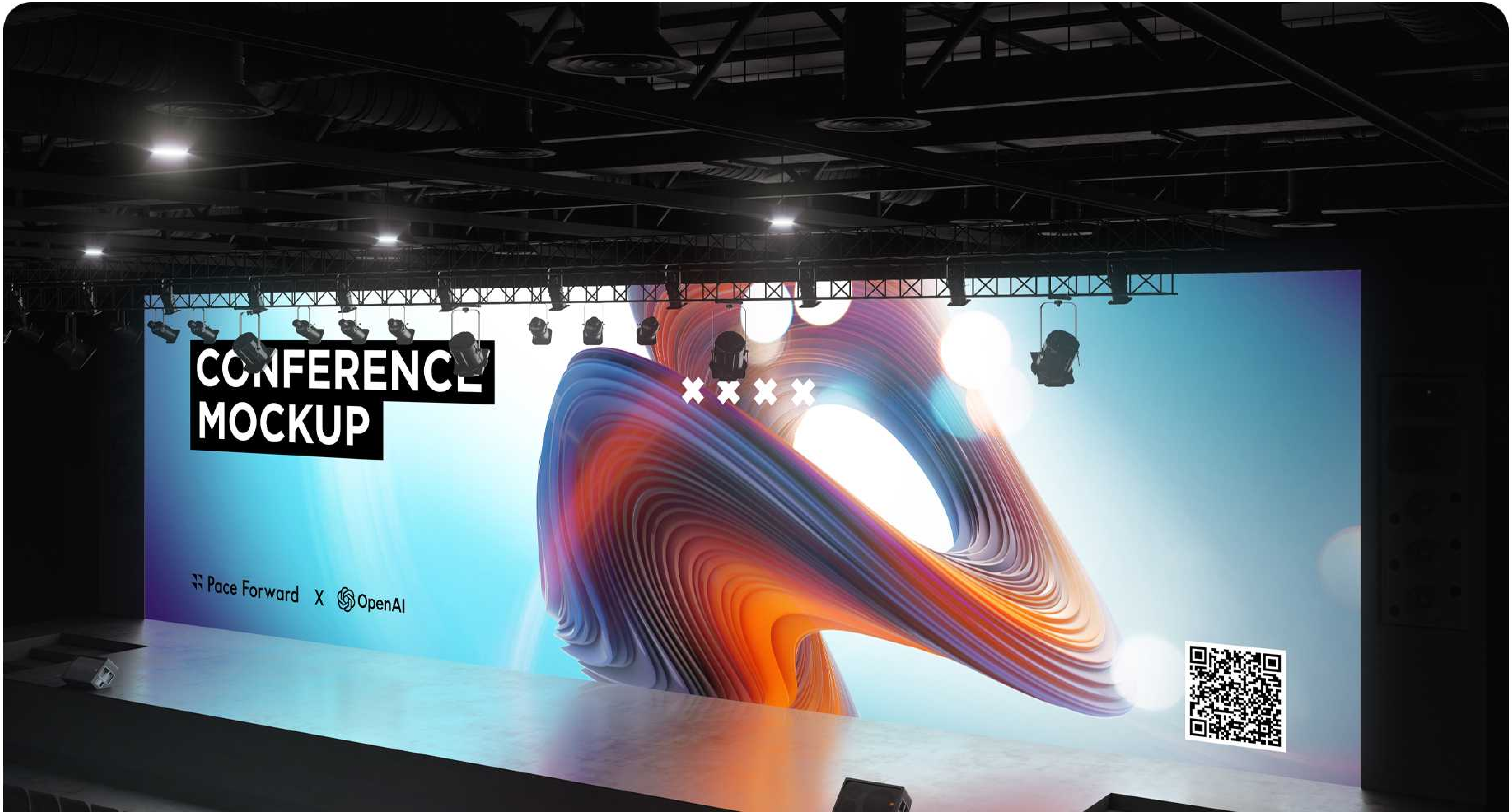

Pace
Forward


Pace
Forward



Logo Variations.

The horizontal composition places the icon to the left of the text, ideal for wider spaces such as websites, email signatures, or letter-heads. Both compositions adhere to clear space guidelines to maintain the logo's visibility and impact across all platforms and settings, ensuring a consistent and strong brand presence.

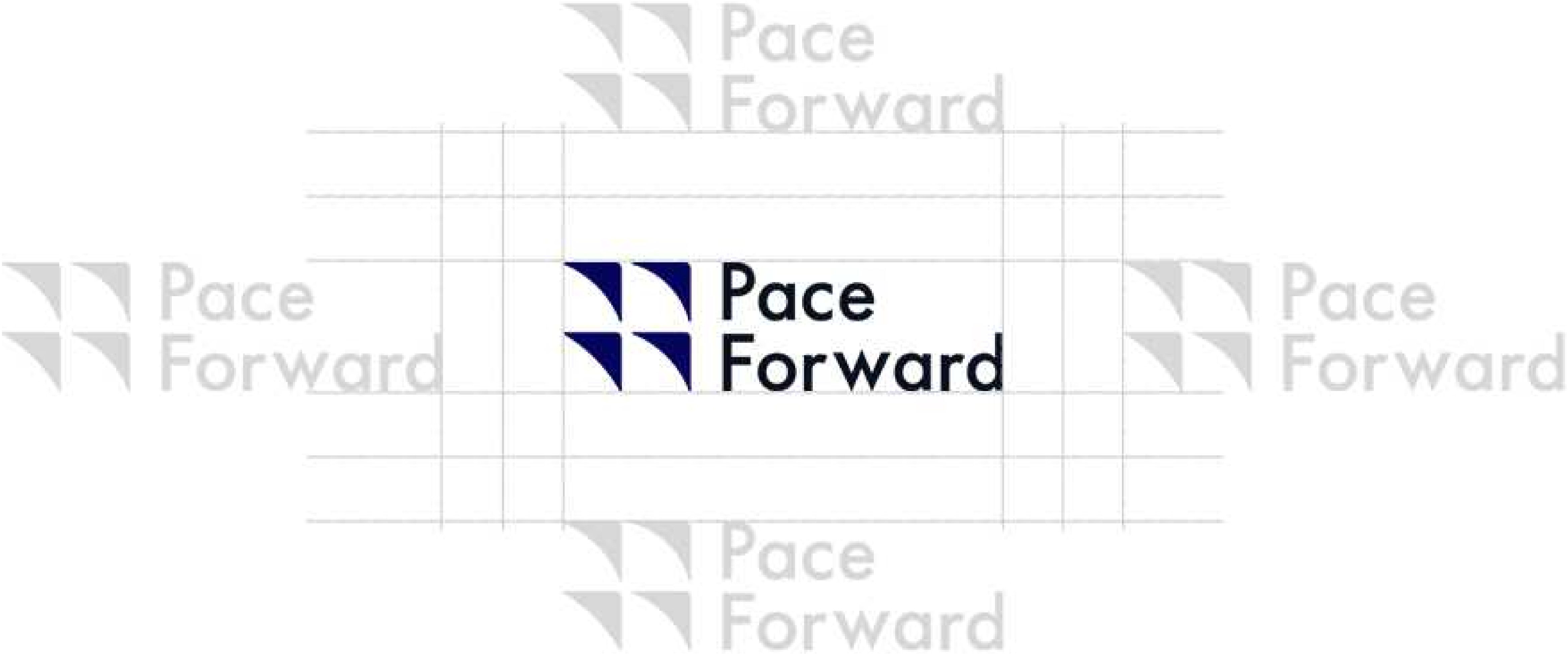

CONFERENCE
MOCKUP
Pace Forward
X
OpenAI

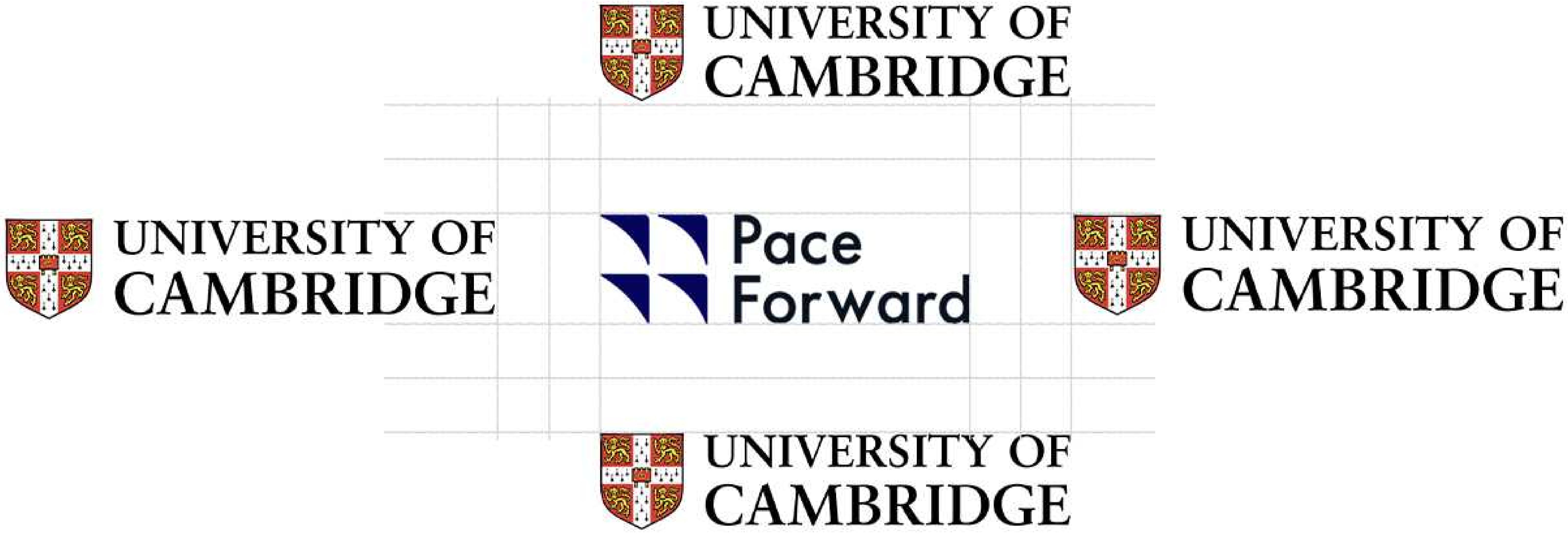
Logo Variations.

When placing the logo, it's important that it's given enough space from the margins and other elements on the surface it's presented on. The clearspace principle derives from the size of our initial.

Logo Co-branding.

When co-branding with the Pace Forward logo, the clear space around the Pace Forward logo should be at least twice the height of the letter "P" from the logo, as shown in the diagram, to prevent visual clutter and maintain brand integrity. If Pace Forward is the host brand, our logo should be positioned at the front or top. If Pace Forward is the guest brand, our logo should be placed at the back or bottom. This careful arrangement helps both brands stand out and maintain a balanced, visually effective co-branded presentation.




UNIVERSITY OF CAMBRIDGE
UNIVERSITY OF CAMBRIDGE
Pace Forward
UNIVERSITY OF CAMBRIDGE
UNIVERSITY OF CAMBRIDGE

Logo
Color.

Our primary colors are simple and clean, with a bright accent color for drawing immediate attention. We also use a rainbow gradient and a robust color system for future sub-brands. The main colors are Pace Blue and Dark Blue. This color scheme reflects qualities of youth, freshness, activity, confidence, and a positive outlook for the future.

#04045c
RGB - 4, 4, 92

#07101d
RGB - 7, 16, 29

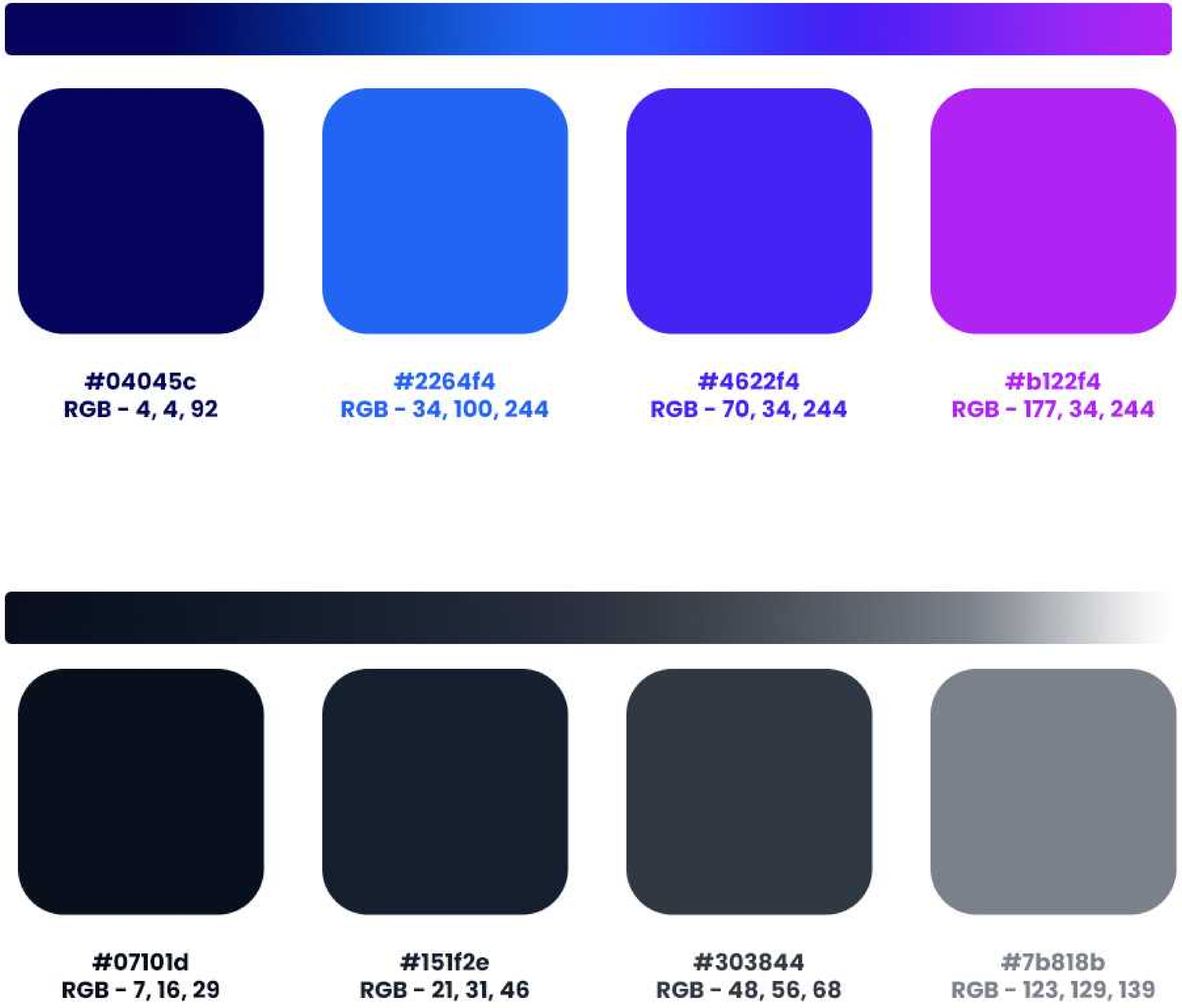
Color & Logo.

Below are the different color combinations allowed to use when combining our logo with our brand colors. Follow these guidelines to ensure consistency across all mediums.

Pace
Forward

Pace
Forward

Pace
Forward



#04045c
RGB - 4, 4, 92

#2264f4
RGB - 34, 100, 244

#4622f4
RGB - 70, 34, 244

#b122f4
RGB - 177, 34, 244

#07101d
RGB - 7, 16, 29

#151f2e
RGB - 21, 31, 46

#303844
RGB - 48, 56, 68

#7b818b
RGB - 123, 129, 139

Color Rainbow.

We also use a bright rainbow gradient, including blue, indigo, and violet, from our Pace color system palette.

Pace
Forward

#2014
Pace Forward
#2014
Pace Forward

Pace
Forward

FUTURE
READY.
Pace
Forward
Why Pace?
Ready ?
Ready ?
We believe in the power of our creativity, expression, and community. Our Entertainment Hub is the heartbeat of vibrant performances, extraordinary events, and unforgettable experiences that bring our school to your life.

Pace
Forward

Pace
Forward

FUTURE READY.

We believe in the power of our creativity, expression, and community. Our Entertainment Hub is the heartbeat of vibrant performances, extraordinary events, and unforgettable experiences that bring our school to your life.

Pace Forward Thailand

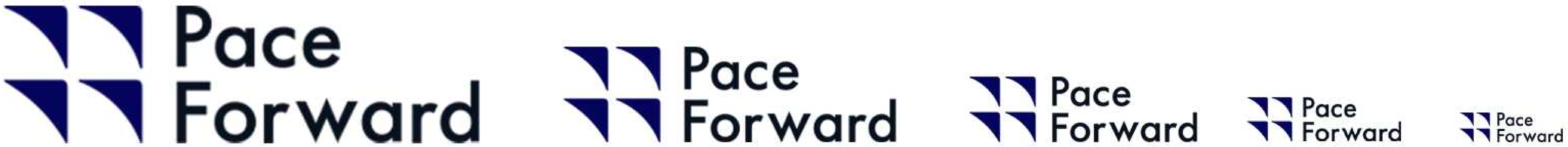
69/66 Phaya Thai Rd, Khwaeng Thanon Phaya Thai, Khet Ratchathewi, Bangkok 10400, Thailand

ZARA
ZARA
ZARA
ZARA
FREI
Jelmoli
180m

FUTURE
READY
in the power of our creativity, exp
Entertainment Hub is the heartb
xtraordinary events, and unfor
ur school to your life.
Thailand
aya Thai Rd, Khwaeng Thanon Phaya T
wi, Bangkok 10400, Thailand

Logo Size.

Our logo is designed to work at all sizes. The minimum logo size is set to a height of 30px, ensuring proper legibility. There is no set maximum size. If you go big, always remember to follow the rules of clearspace.


Pace Forward
Pace Forward
Pace Forward
Pace Forward
Pace Forward

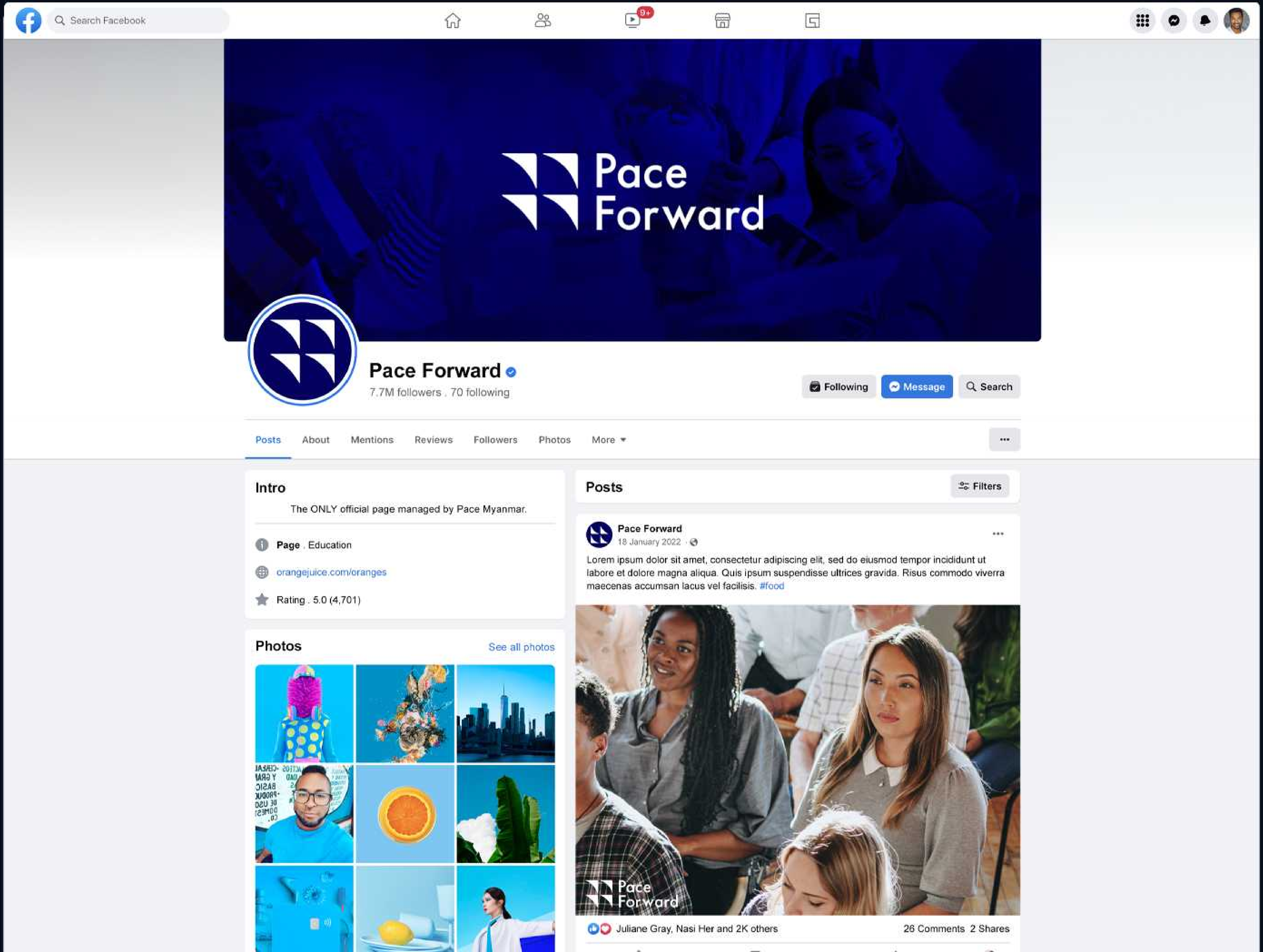
SoMe Logo.

Our social media avatar is designed to stand out on any social media platform. Since it's almost always connected to our username, it's allowed to use only the initial, creating a strong and recognisable brand mark.

App Icon.

Following the same principles as our Profile Image Logo, Pace Forward’s app icon is designed to stand out in a jungle of other app icons.

Search
11:52
Pace Forward
Friday
26
Calendar
Photo
280
Maps
Clock


Search Facebook
9+
Pace Forward
Pace Forward
7.7M followers . 70 following
Following
Message
Search
Posts
About
Mentions
Reviews
Followers
Photos
More
...
Filters
Photos
See all photos
Pace Forward

Intro

The ONLY official page managed by Pace Myanmar.

Page . Education

orangejuice.com/oranges

Rating . 5.0 (4,701)

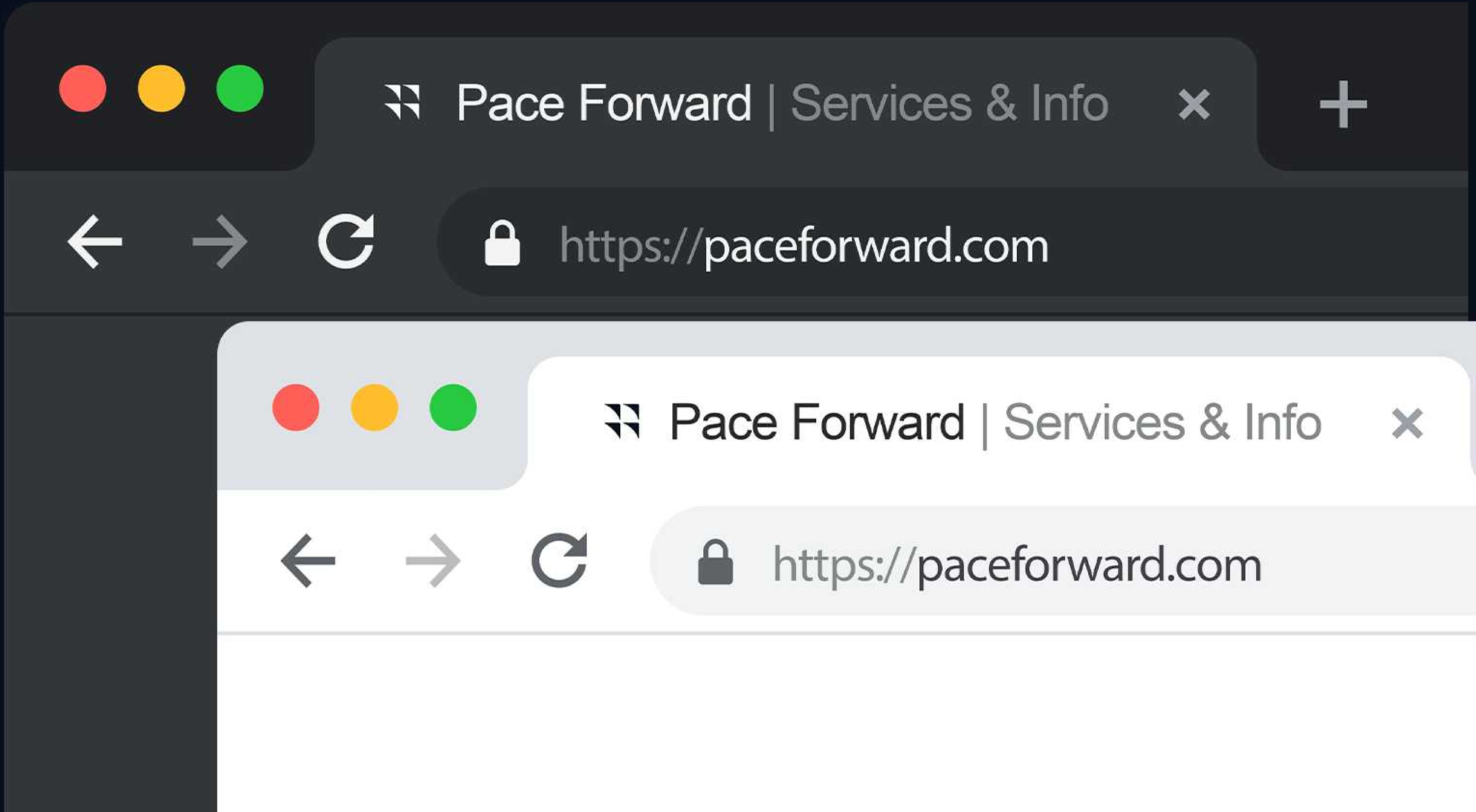
Posts

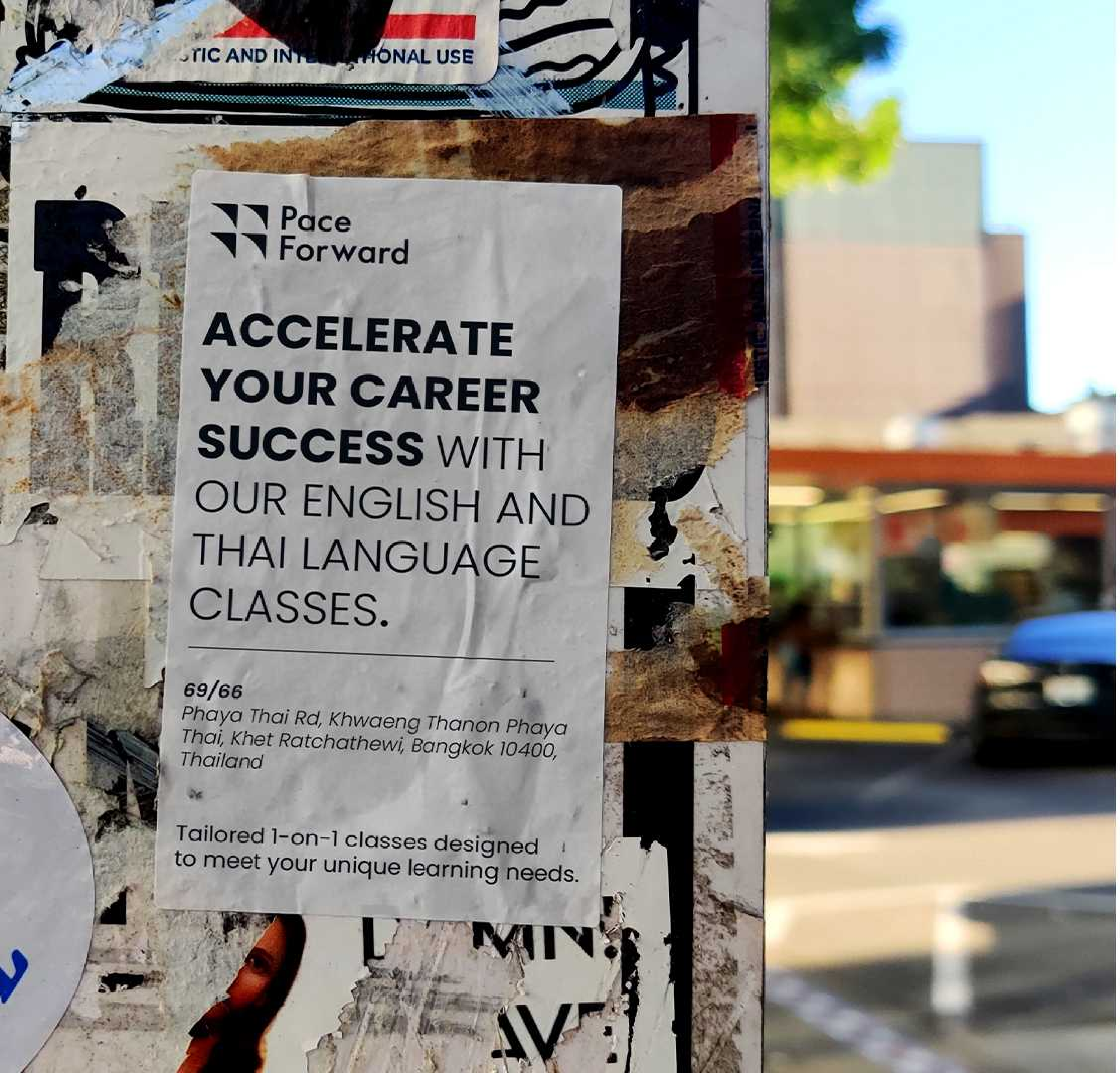
Pace Forward
18 January 2022 ·

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. #food

Juliane Gray, Nasi Her and 2K others

26 Comments 2 Shares


Pace Forward | Services & Info
https://paceforward.com
Pace Forward | Services & Info
https://paceforward.com


Pace Forward
ACCELERATE YOUR CAREER SUCCESS WITH OUR ENGLISH AND THAI LANGUAGE CLASSES.
69/66
Phaya Thai Rd, Khwaeng Thanon Phaya Thai, Khet Ratchathewi, Bangkok 10400, Thailand
Tailored 1-on-1 classes designed to meet your unique learning needs.

Brand Typography.

Poppins is our brand typeface because it's modern and easy to read. With its clean lines and rounded edges, it gives a fresh and friendly look to our brand. Available in many weights, Poppins is perfect for both headlines and body text, making it a versatile choice for all our design needs.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable.

To provide
vocational education
for skill development
Pace
Forward
To provide
vocational education
for skill development
Pace
Forward

To provide vocational education for skill development

6 Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum sus-

Size: 1500×2644

6 Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipi-

The psychology of color as it relates to persuasion is one of the most interesting — and most controversial — aspects of marketing.

6 Creative Stages of Branding Design: Step-by-Step Guide.

Size: *1500×2644*

Format: *Book/notebook*

Book| notebook.

To provide vocational education for skill development

High Quality

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

High Quality

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Growth Mindset. Passion. Accountability.

YAN NYEIN HTET
Graphic Designer
CONTACTS:
06-3872-6639
06-3872-6639
ADDRESS:
69/66 PHAYA THAI RD, KHWAENG THANON PHAYA THAI,
KHET RATCHATHEWI, BANGKOK 10400, THAILAND
Pace
Forward

Correct leading.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable. Our commitment to provide quality education has been proven with our work for the past years.

Tight leading.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable. Our commitment to provide quality education has been proven with our work for the past years.

Loose leading.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable. Our commitment to provide quality education has been proven with our work for the past years.

Typo Leading.

Leading is the space between lines of words. Leading should be optically bigger than the spacing between words, which again should be greater than the tracking. This will result in perfect legibility. Follow this principle for both print and digital type setting.

Typo Tracking.

Tracking is the spacing given to all letters in a word. Tracking should be quite tight. Too loose or too tight tracking should always be avoided. Below are some guidelines to follow.

Correct Tracking.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable. Our commitment to provide quality education has been proven with our work for the past years.

Tight Tracking.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable. Our commitment to provide quality education has been proven with our work for the past years.

Loose Tracking.

Founded in 2019, Pace aimed to bridge the gap in skill training by making our quality courses accessible and affordable. Our commitment to provide quality education has been proven with our work for the past years.

Our Photography.

Our photography library is an ever-expanding roster of great imagery from all over the world — provided by people from all countries. High quality photography builds brand reputation.

Principles

Categories

We have three main photography categories: People, Activities, and Atmosphere. Always ensure to use the most relevant category for your communication message.

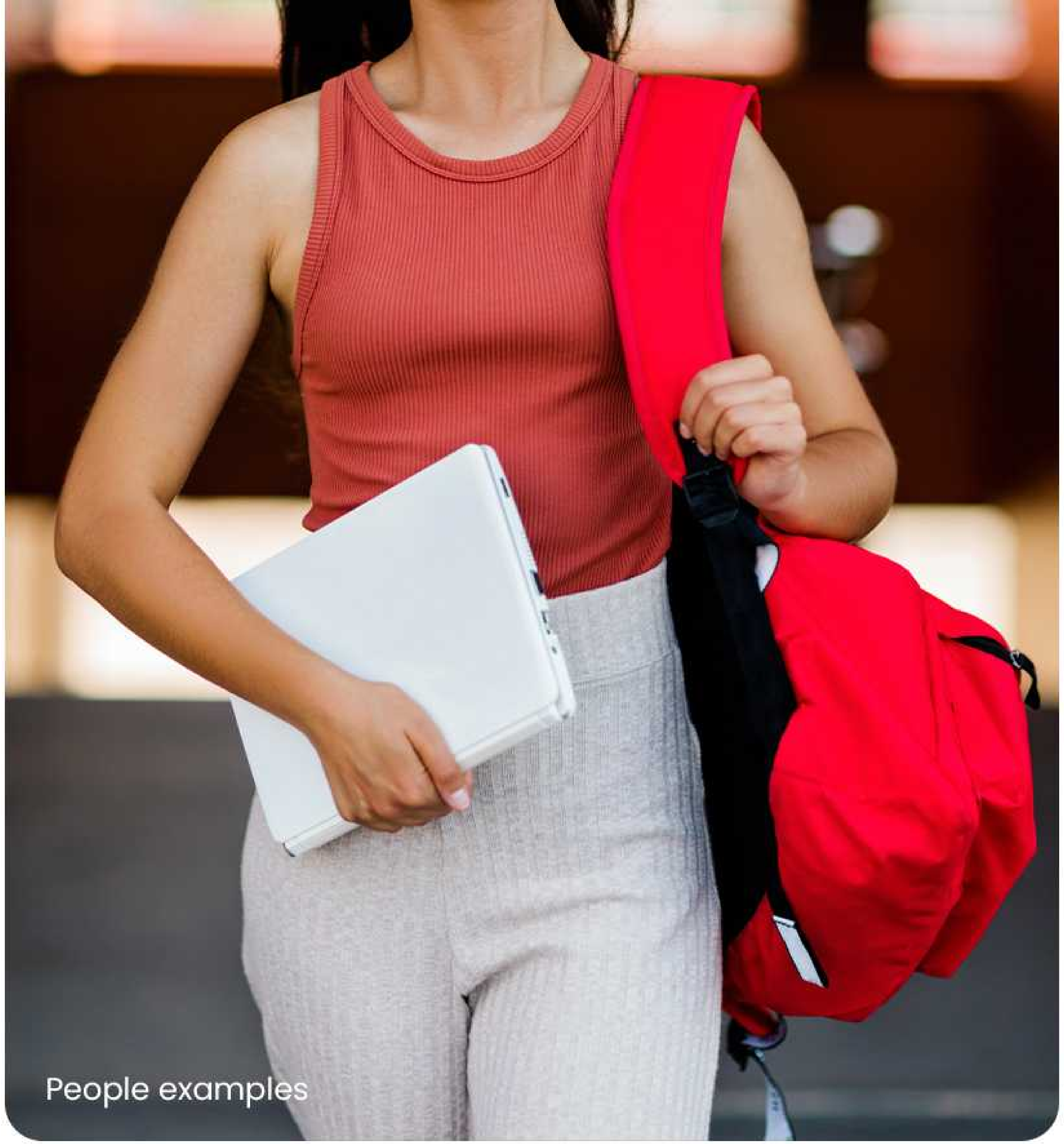
People

Activities

Atmosphere

People examples

People examples



People examples

People examples

People examples

People examples

People examples

People examples

People examples

Misuse

Misuse

Misuse

Misuse

Misuse

Misuse

INCOME STATEMENTS
25%
50%
15%

Activities Examples

Activities Examples

Activities Examples

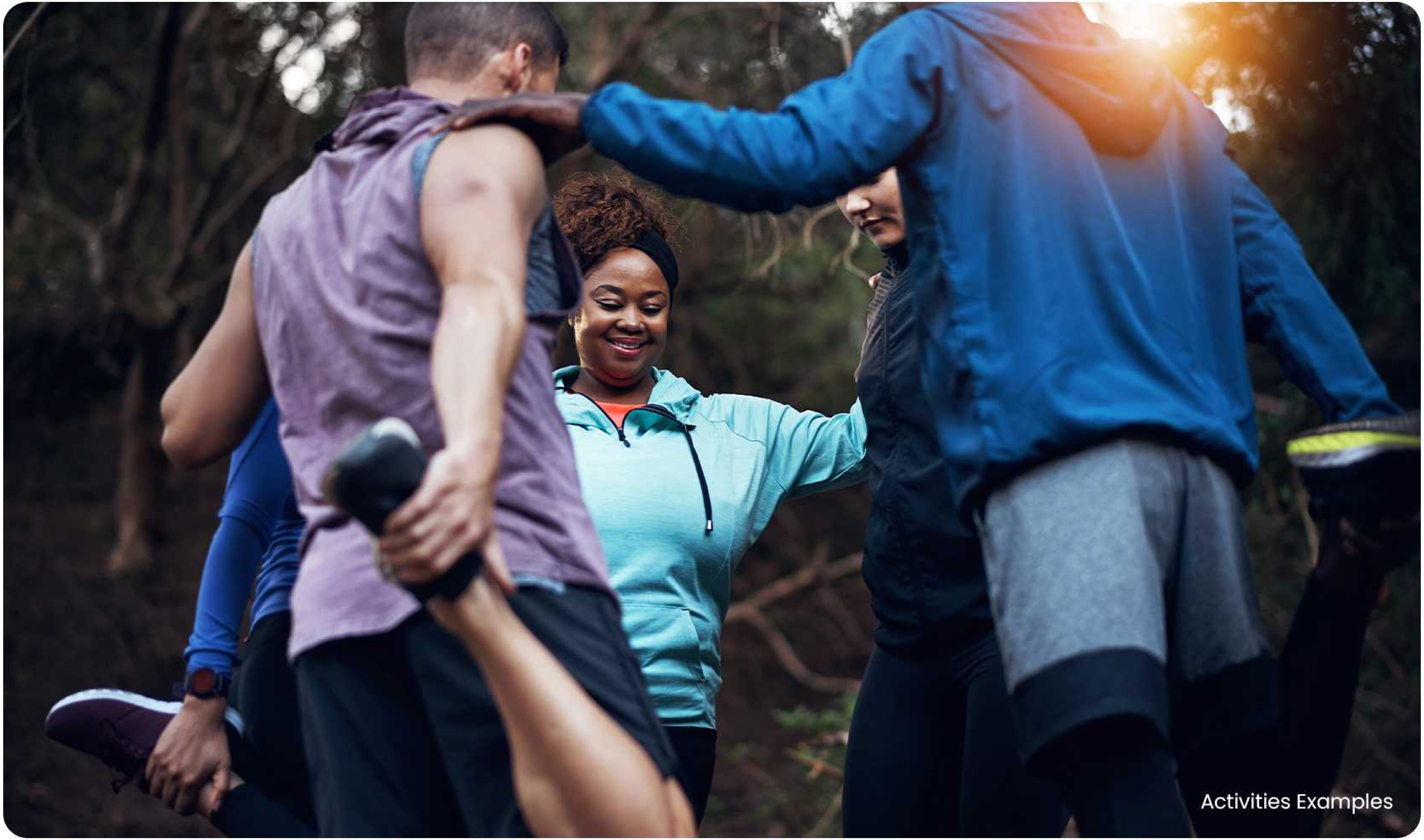
Activities Examples

Activities Examples

Activities Examples

Activities Examples

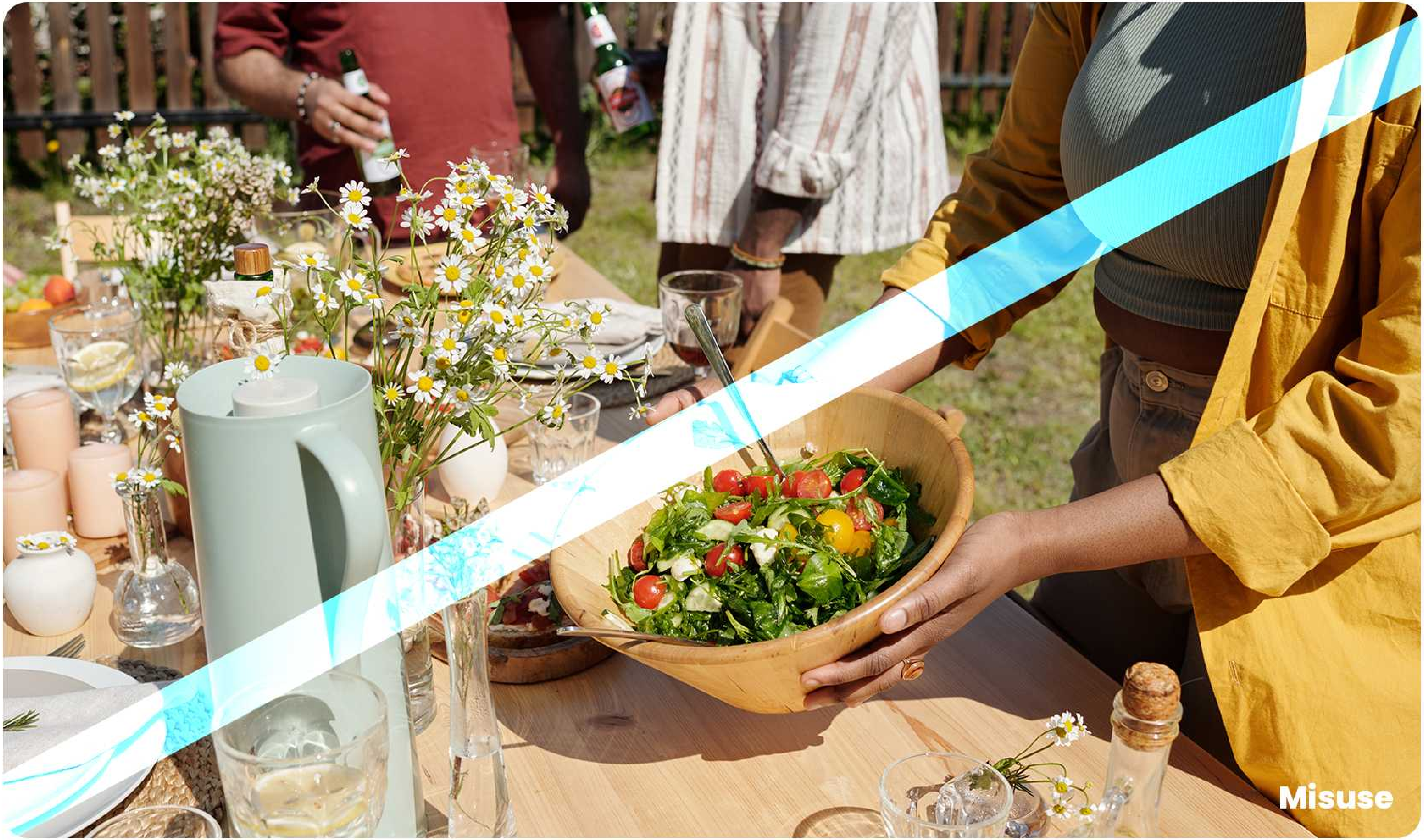
Activities Examples



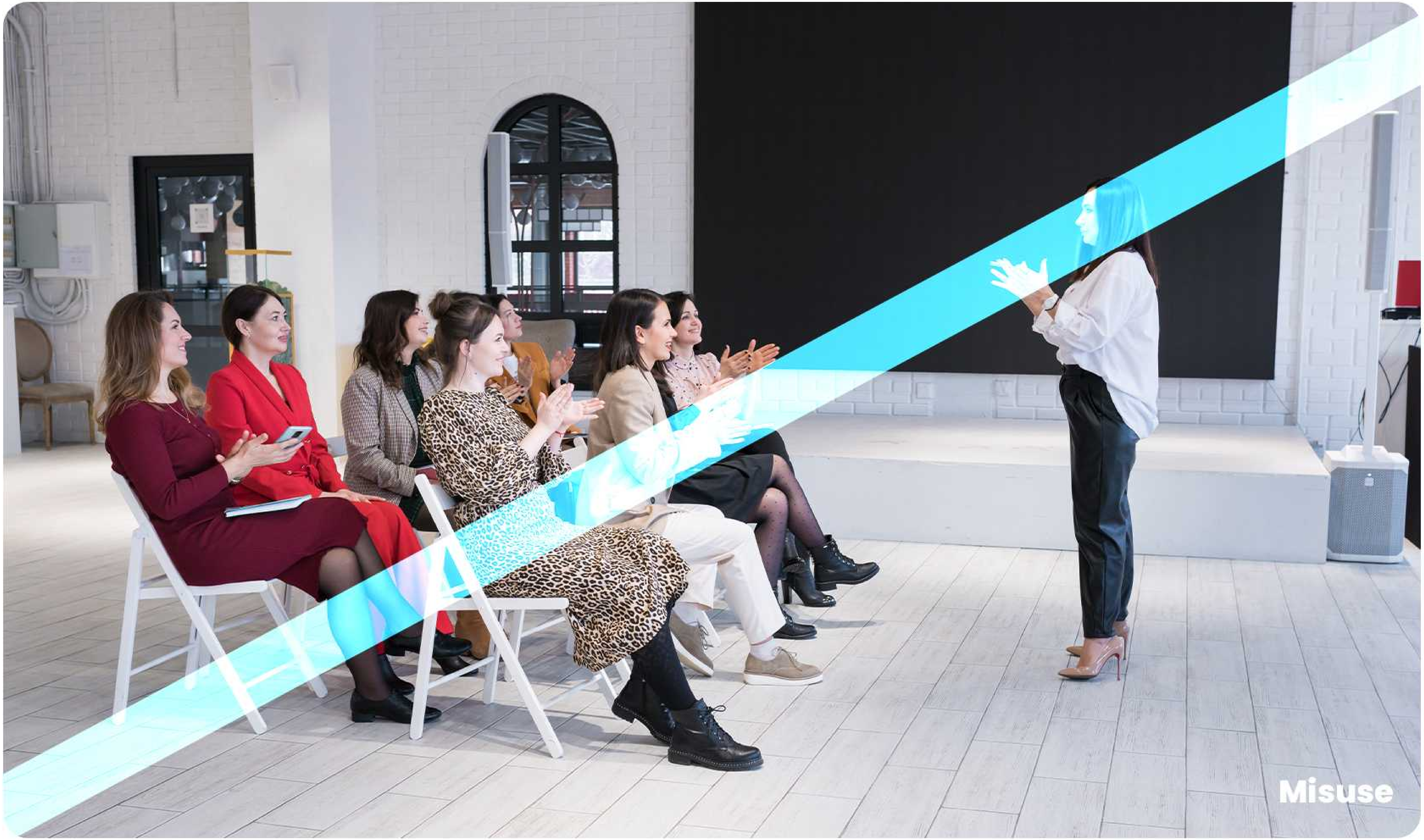
Activities Examples

Activities Examples

Activities Examples



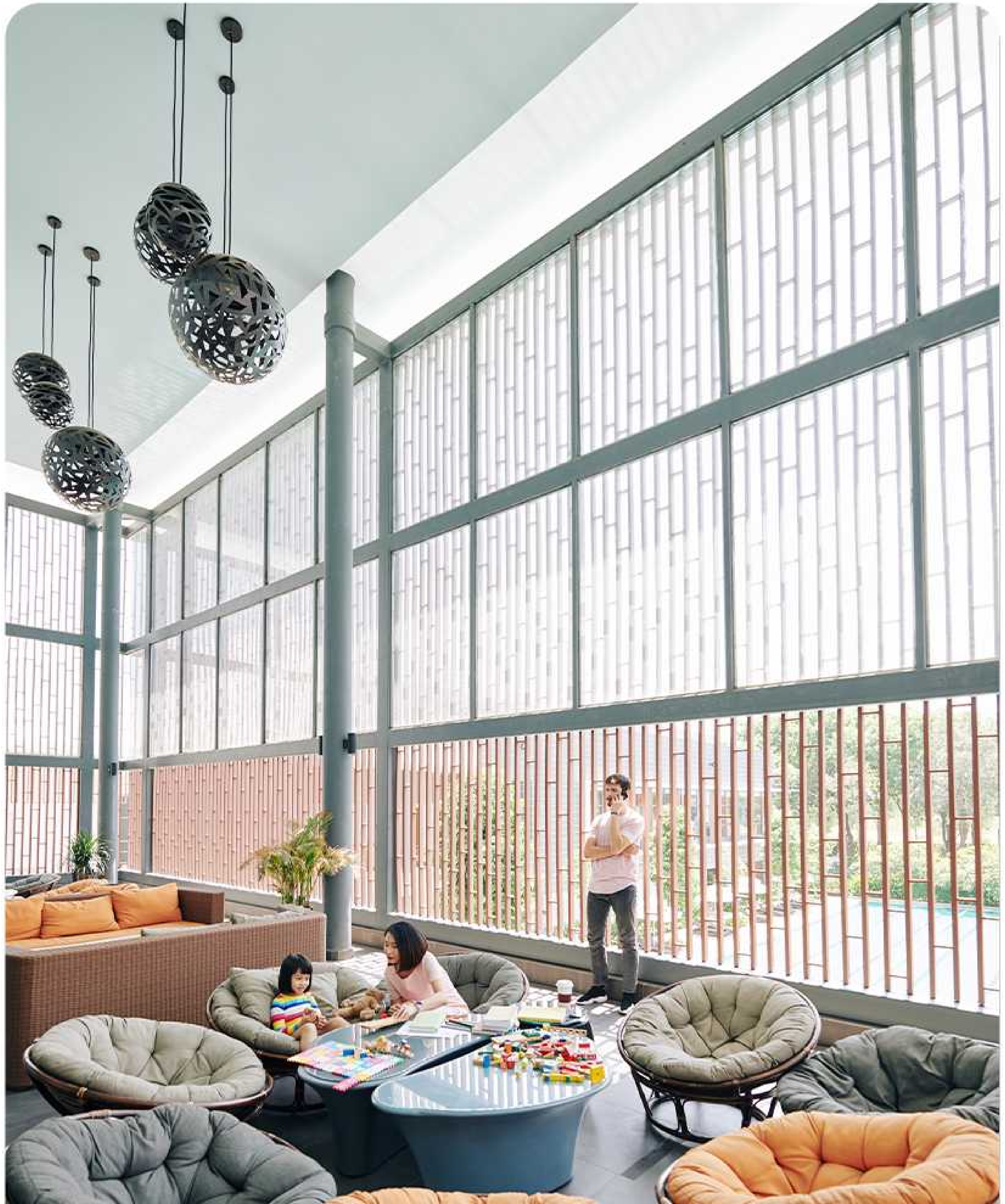
Misuse


Misuse

Misuse

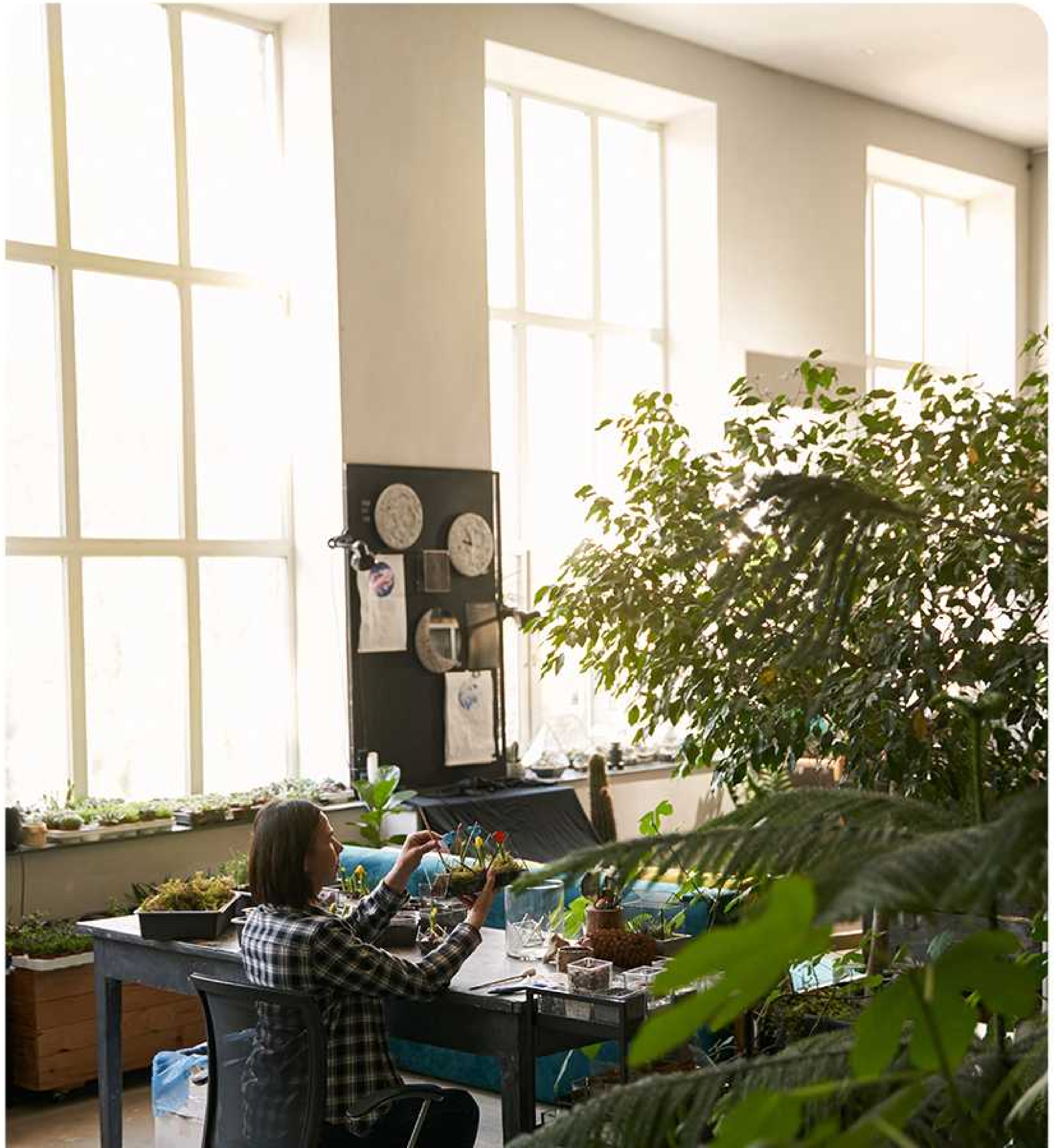
Misuse

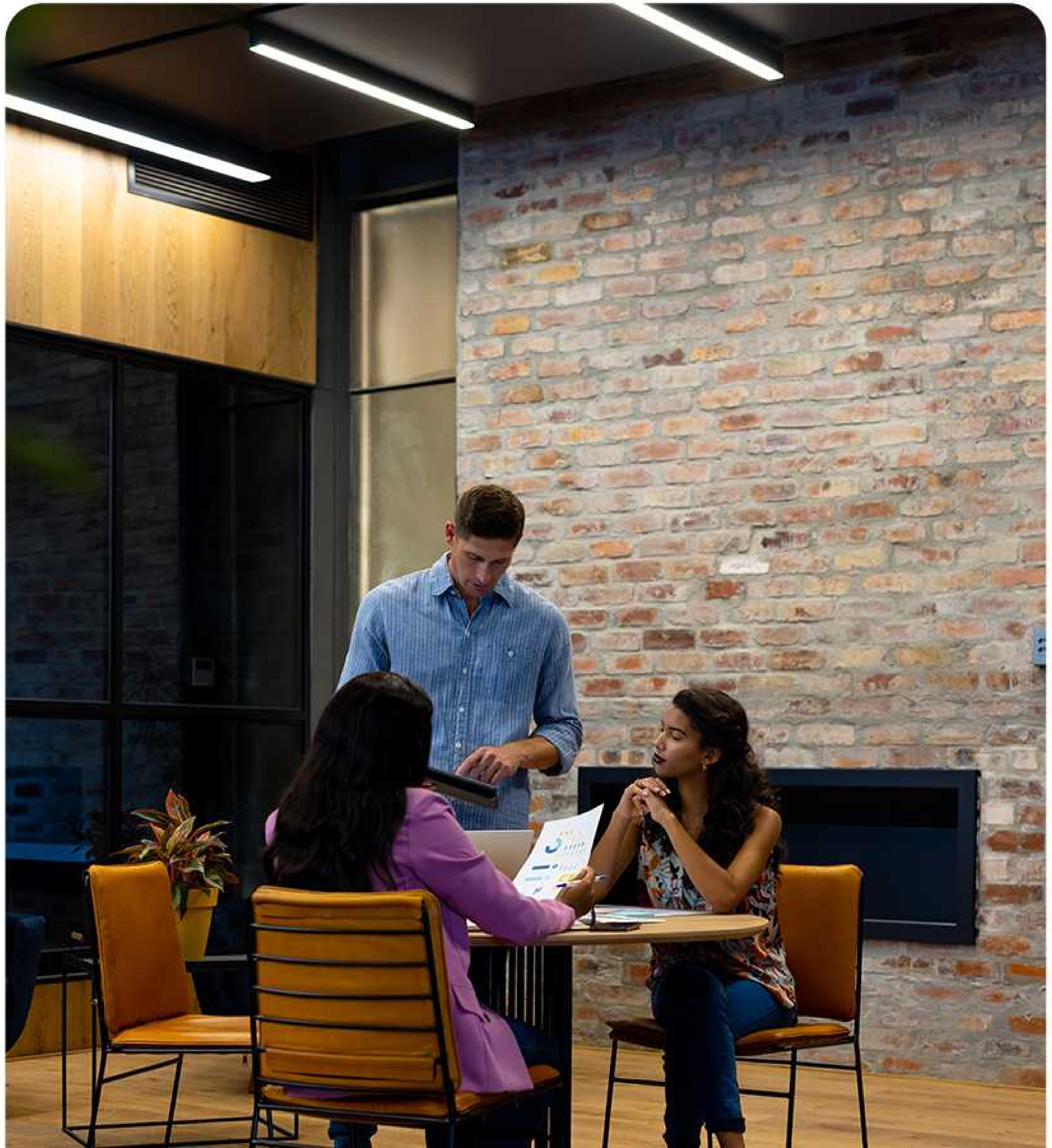
Misuse



Atmosphere Examples

Atmosphere Examples





Atmosphere Examples

Atmosphere Examples

Atmosphere Examples

Hall
Neuadd

Atmosphere Examples

Atmosphere Examples

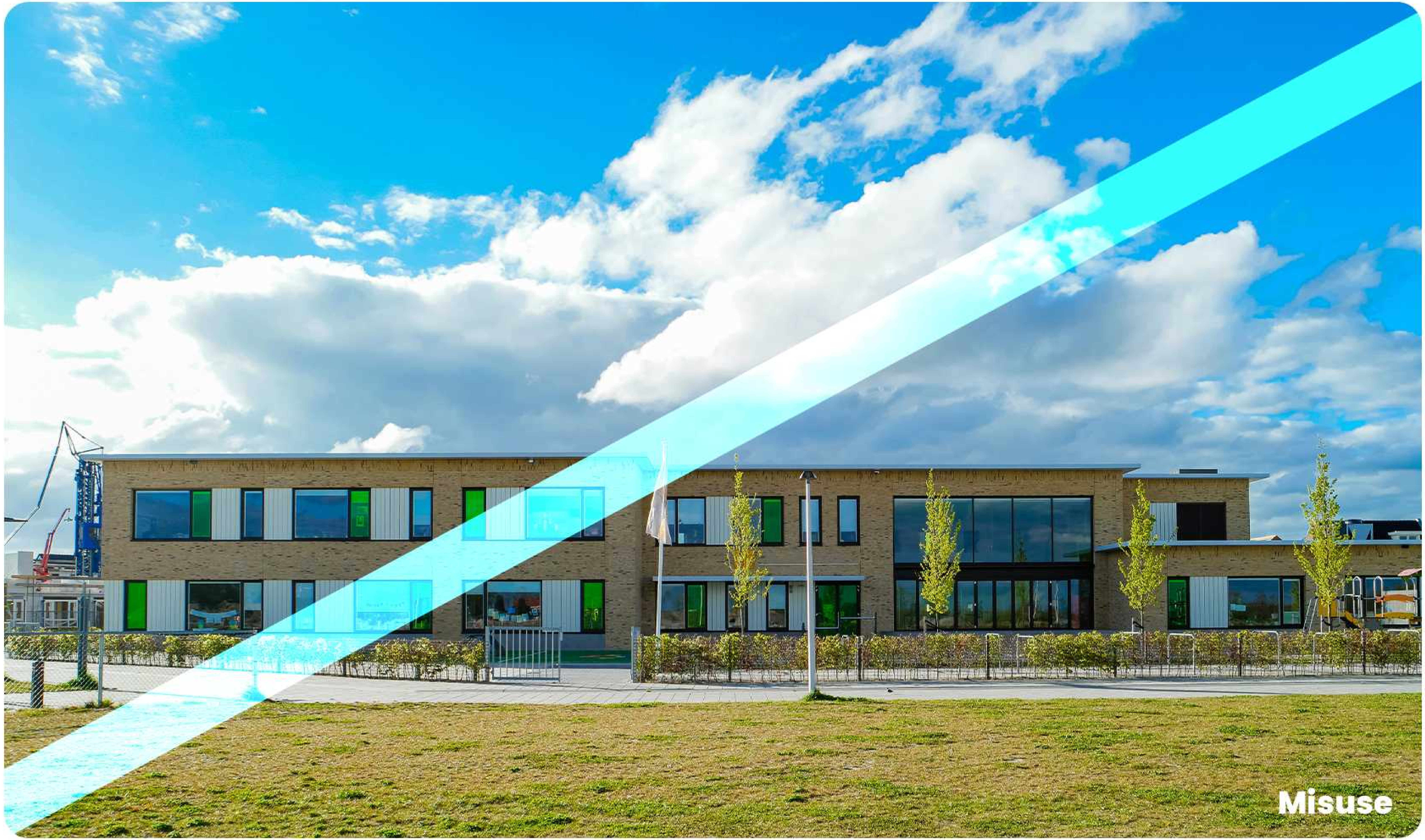
Atmosphere Examples

Atmosphere Examples

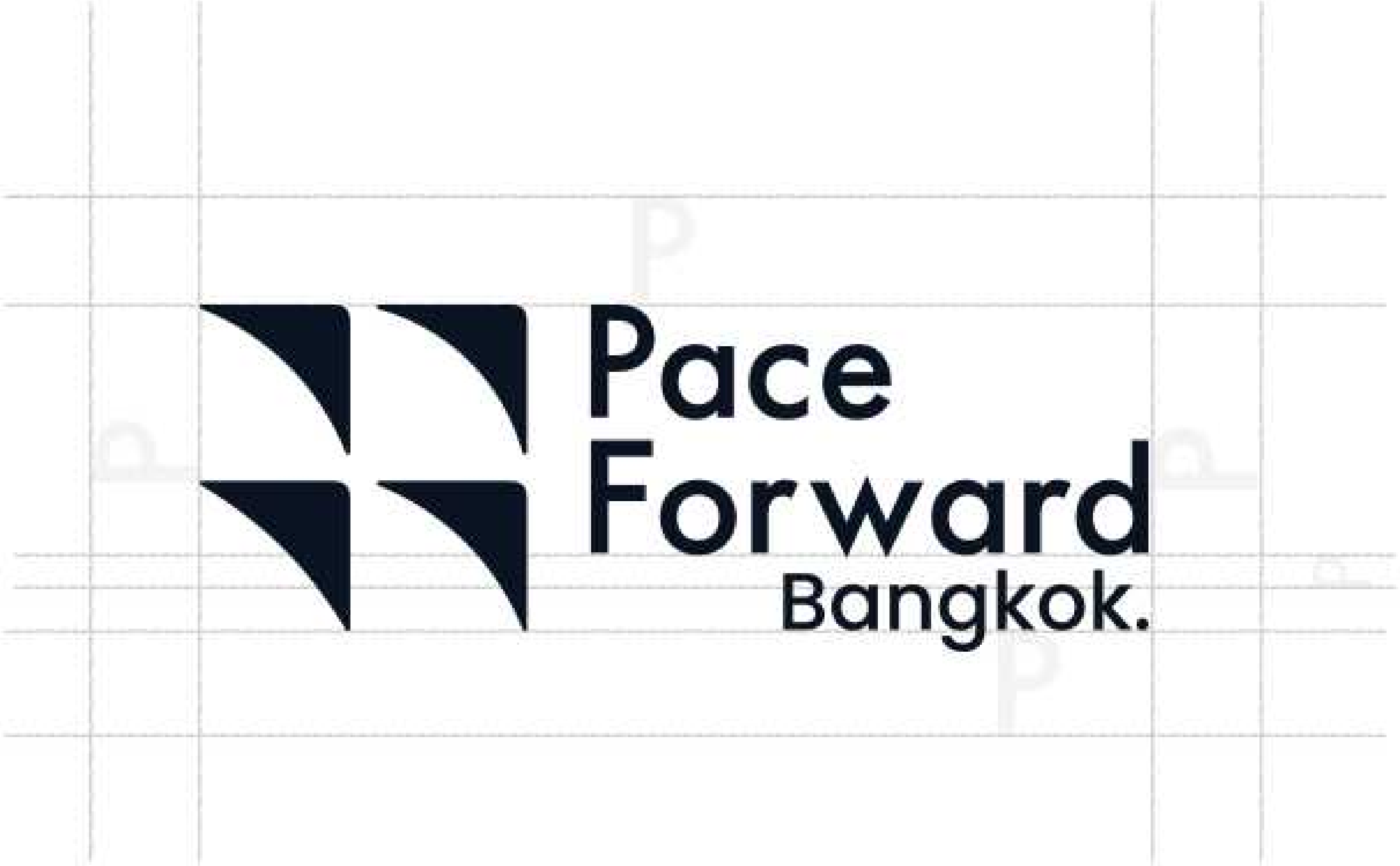
Atmosphere Examples

Misuse

Misuse

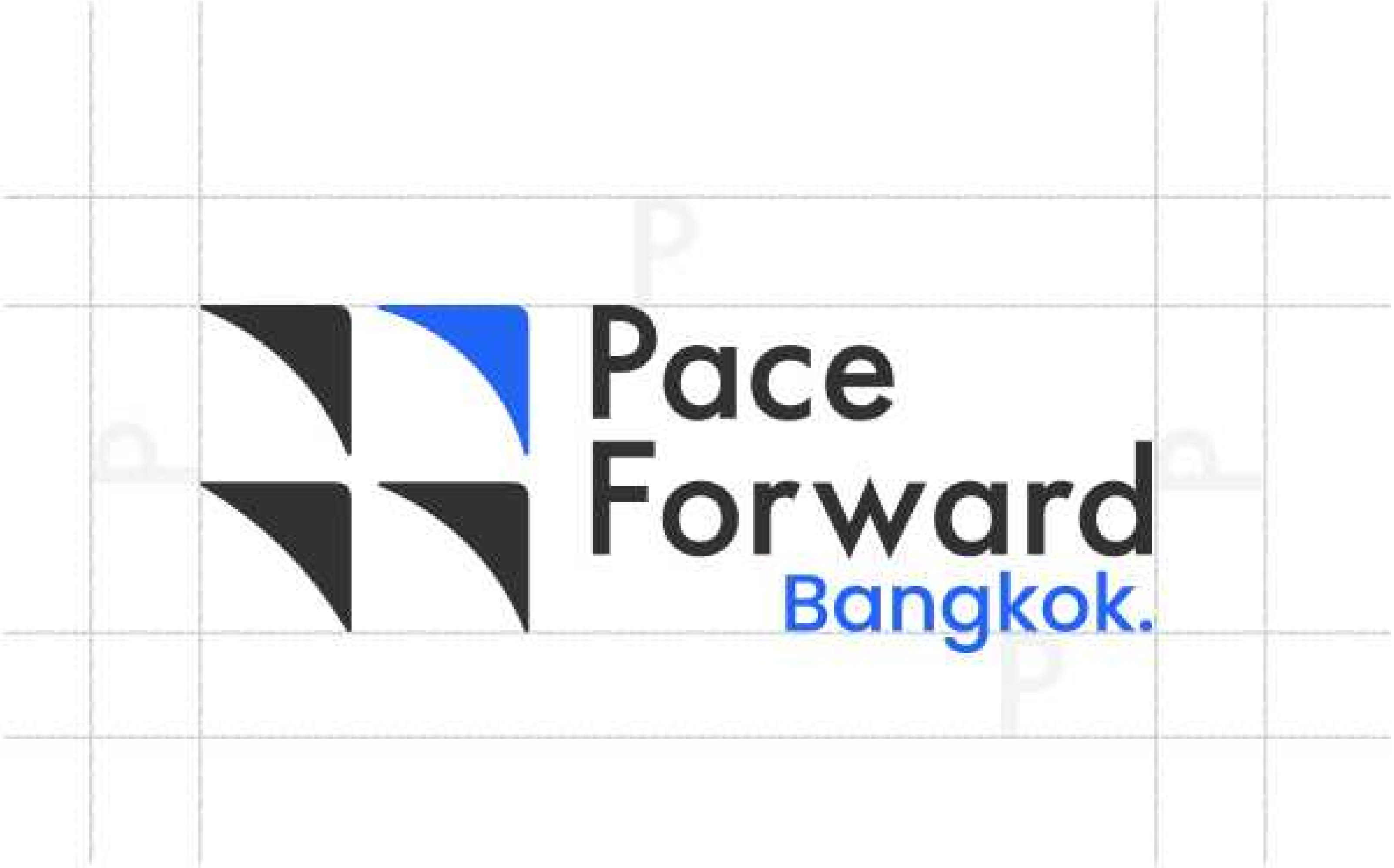


Misuse



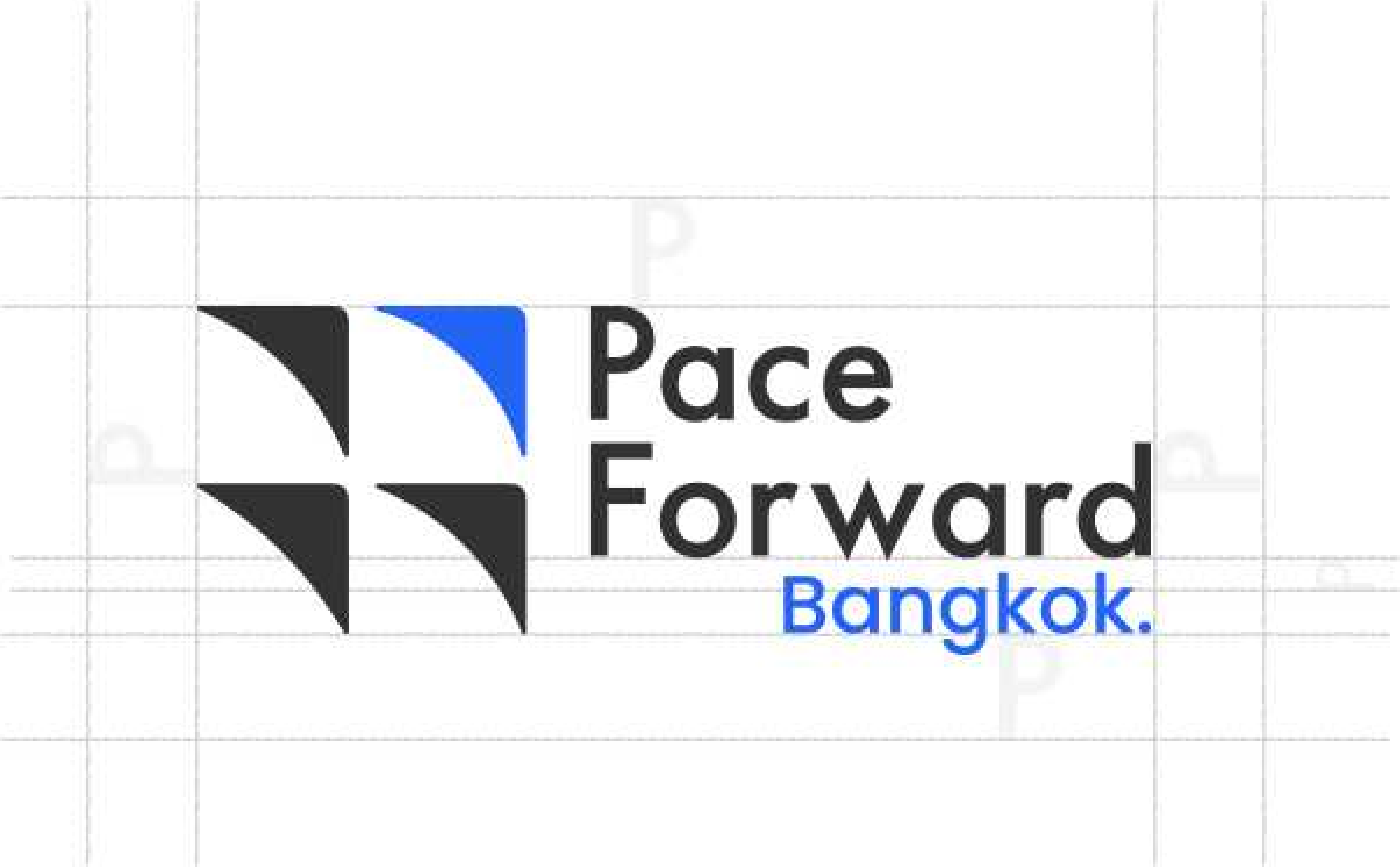
Sub branding.

The sub-brand name should be aligned to the right and end with a dot, matching the end of the logo's text. I used the letter 'P' from the word 'Pace' in the logo as a measurement unit, which I call 'P-Pixel.' The space between the logo symbol and the text should be 1 P-Pixel. The space between the text and the sub-brand name should be half of a P-Pixel.



Sub-brand Clear Space.

The clear space for the sub-brand is the same as for the main Pace Forward logo. This space is important to keep the logo visible and impactful. We use the height of the letter "P" from the logo as the measurement for this clear space. This distance should be kept on all sides of the logo to make sure it is not too close to other elements or the edge of the surface it's on. This space helps the logo stand out and avoids any visual clutter that could affect its recognition.

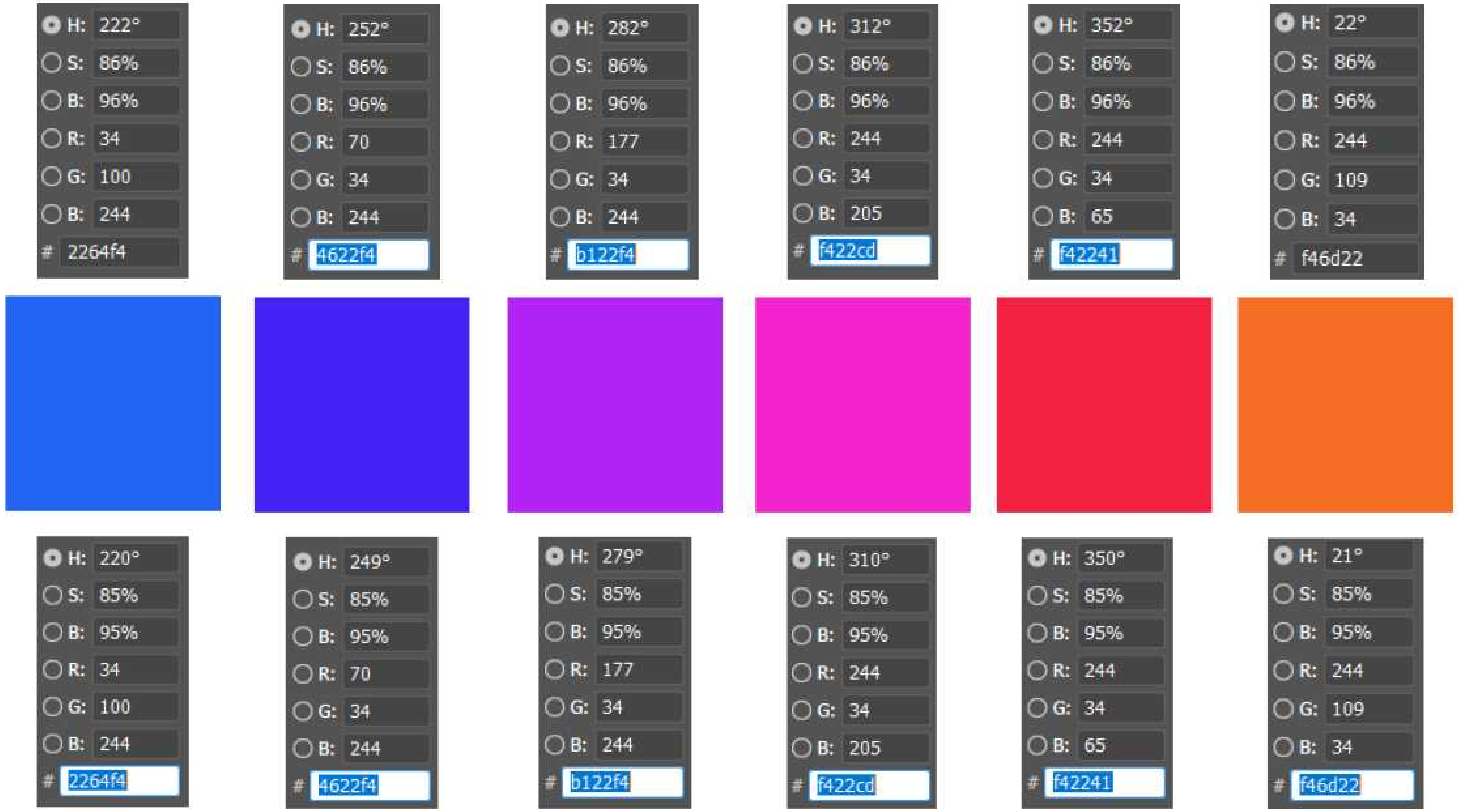


Sub-brand Color.

"The sub-brand can be separated by two main factors. The sub-brand name should always be aligned to the right, written in English using the brand font, and must always include a full stop (dot) at the end. The top right arrow of the logo mark and the sub-brand name should be colored in the brand's primary color and must be spaced exactly according to the given measurement unit."

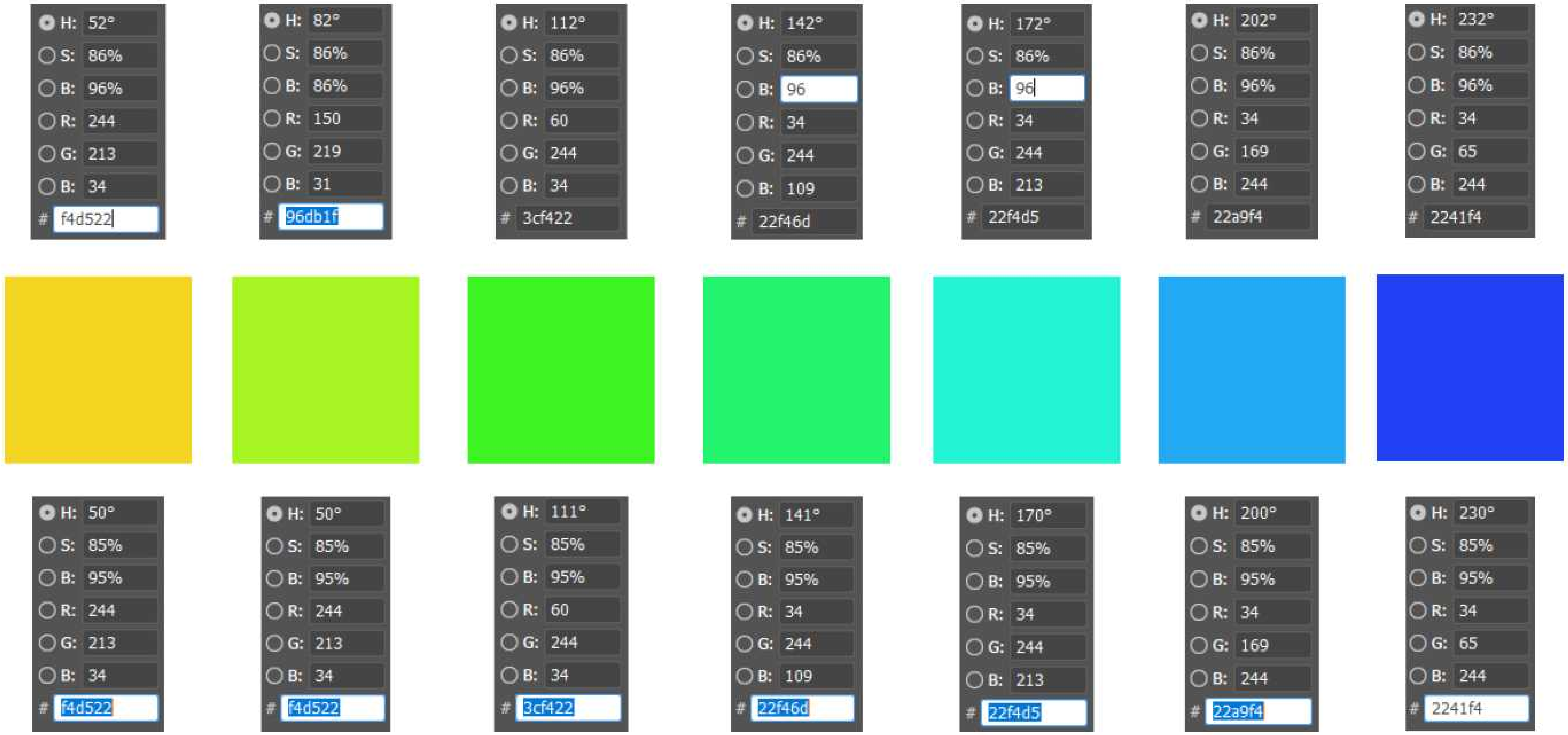
Sub-brand Color Palettes.

The color system starts with the primary HSB of the main brand. Each subsequent brand color is defined by adding at least 30 degrees to the Hue (H) value of the previous color. For example, if we start with a primary H value of 192 degrees, the next color will have an H value of 222 degrees (192 + 30). The Saturation (S) and Brightness (B) values will always remain at 86 and 96, respectively. If the result of adding 30 degrees is 0 or 360, you need to skip these values."



● H:	222°	252°	282°	312°	352°	22°
○ S:	86%	86%	86%	86%	86%	86%
○ B:	96%	96%	96%	96%	96%	96%
○ R:	34	70	177	244	244	244
○ G:	100	34	34	34	34	109
○ B:	244	244	244	205	65	34
#	2264f4	4622f4	b122f4	f422cd	f42241	f46d22

● H:	220°	249°	279°	310°	350°	21°
○ S:	85%	85%	85%	85%	85%	85%
○ B:	95%	95%	95%	95%	95%	95%
○ R:	34	70	177	244	244	244
○ G:	100	34	34	34	34	109
○ B:	244	244	244	205	65	34
#	2264f4	4622f4	b122f4	f422cd	f42241	f46d22



● H: 52°
○ S: 86%
○ B: 96%
○ R: 244
○ G: 213
○ B: 34
# f4d522

● H: 82°
○ S: 86%
○ B: 86%
○ R: 150
○ G: 219
○ B: 31
96db1f

● H: 112°
○ S: 86%
○ B: 96%
○ R: 60
○ G: 244
○ B: 34
3cf422

● H: 142°
○ S: 86%
○ B: 96
○ R: 34
○ G: 244
○ B: 109
22f46d

● H: 172°
○ S: 86%
○ B: 96
○ R: 34
○ G: 244
○ B: 213
22f4d5

● H: 202°
○ S: 86%
○ B: 96%
○ R: 34
○ G: 169
○ B: 244
22a9f4

● H: 232°
○ S: 86%
○ B: 96%
○ R: 34
○ G: 65
○ B: 244
2241f4

● H: 50°
○ S: 85%
○ B: 95%
○ R: 244
○ G: 213
○ B: 34
# f4d522

● H: 50°
○ S: 85%
○ B: 95%
○ R: 244
○ G: 213
○ B: 34
# f4d522

● H: 111°
○ S: 85%
○ B: 95%
○ R: 60
○ G: 244
○ B: 34
3cf422

● H: 141°
○ S: 85%
○ B: 95%
○ R: 34
○ G: 244
○ B: 109
22f46d

● H: 170°
○ S: 85%
○ B: 95%
○ R: 34
○ G: 244
○ B: 213
22f4d5

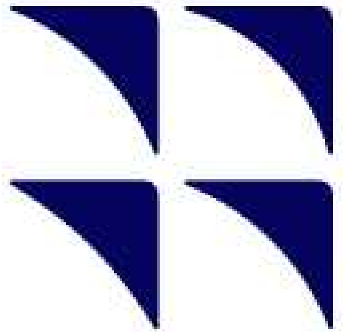
● H: 200°
○ S: 85%
○ B: 95%
○ R: 34
○ G: 169
○ B: 244
22a9f4

● H: 230°
○ S: 85%
○ B: 95%
○ R: 34
○ G: 65
○ B: 244
2241f4

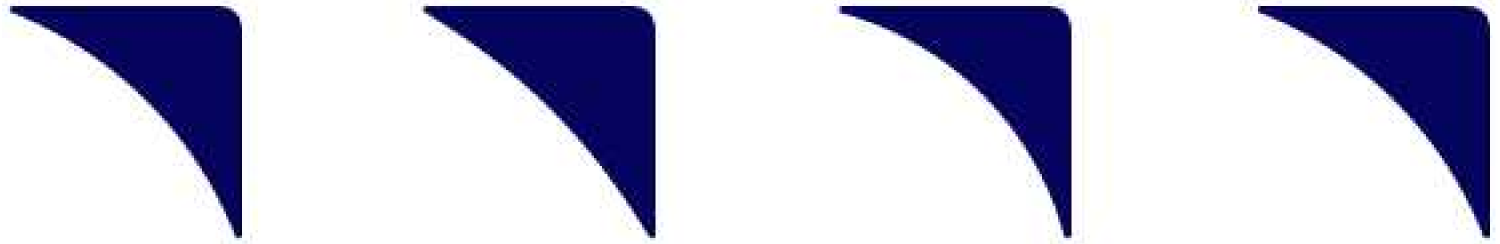
Shape Language.

Pace Forward uses round and smooth shapes. Do not use shapes with sharp angles. The logo mark can be used as a graphic element. You can also use the hole mark or separate elements, and these shapes can be mirrored vertically.

Logo Mark

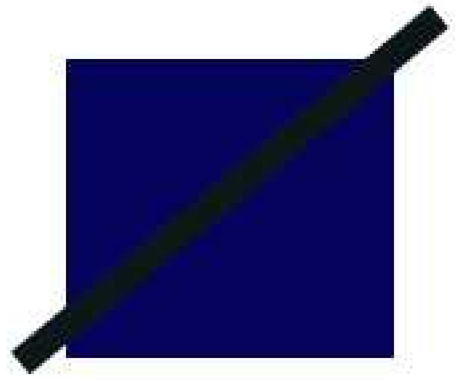


Separate Elements

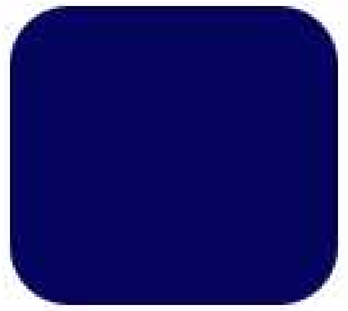


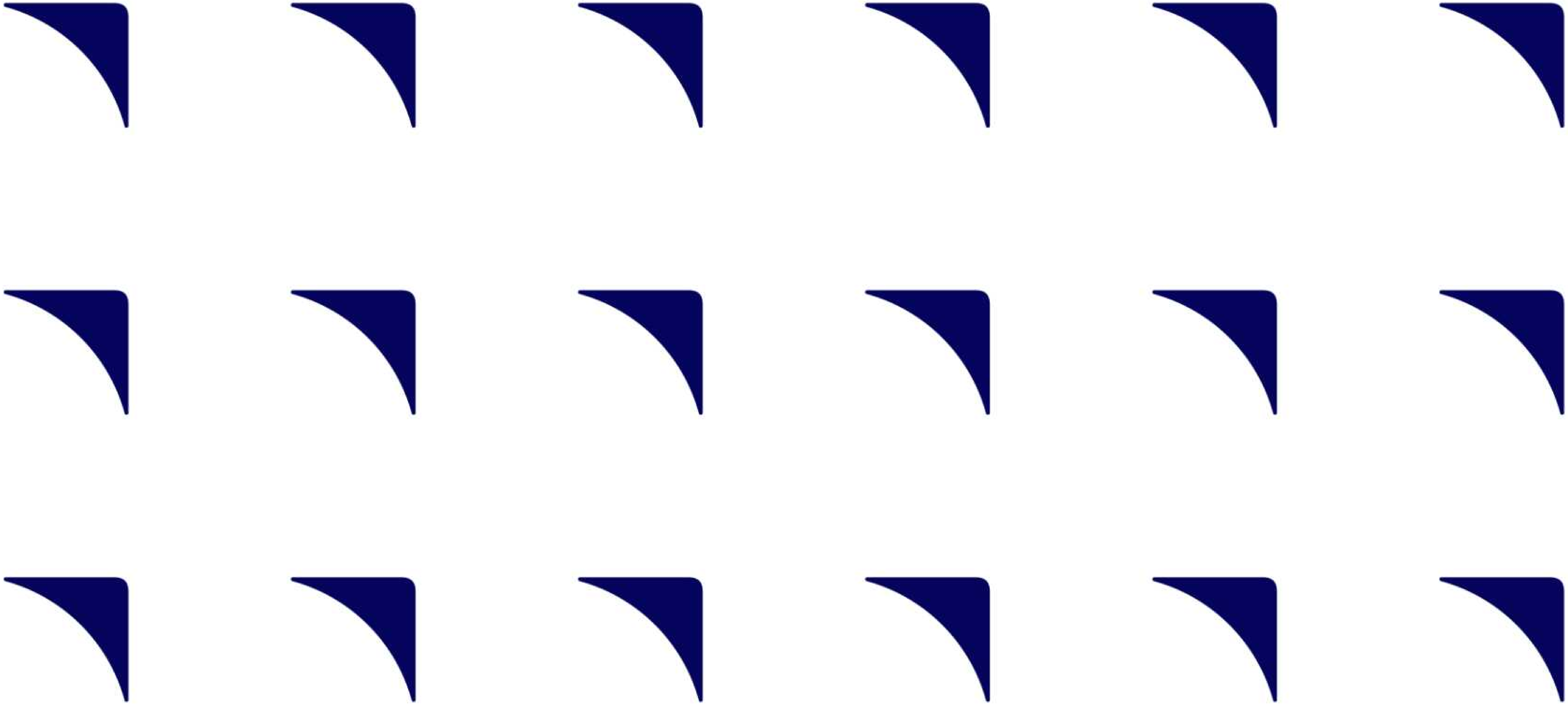
Mirrored Vertical

Sharp Angles



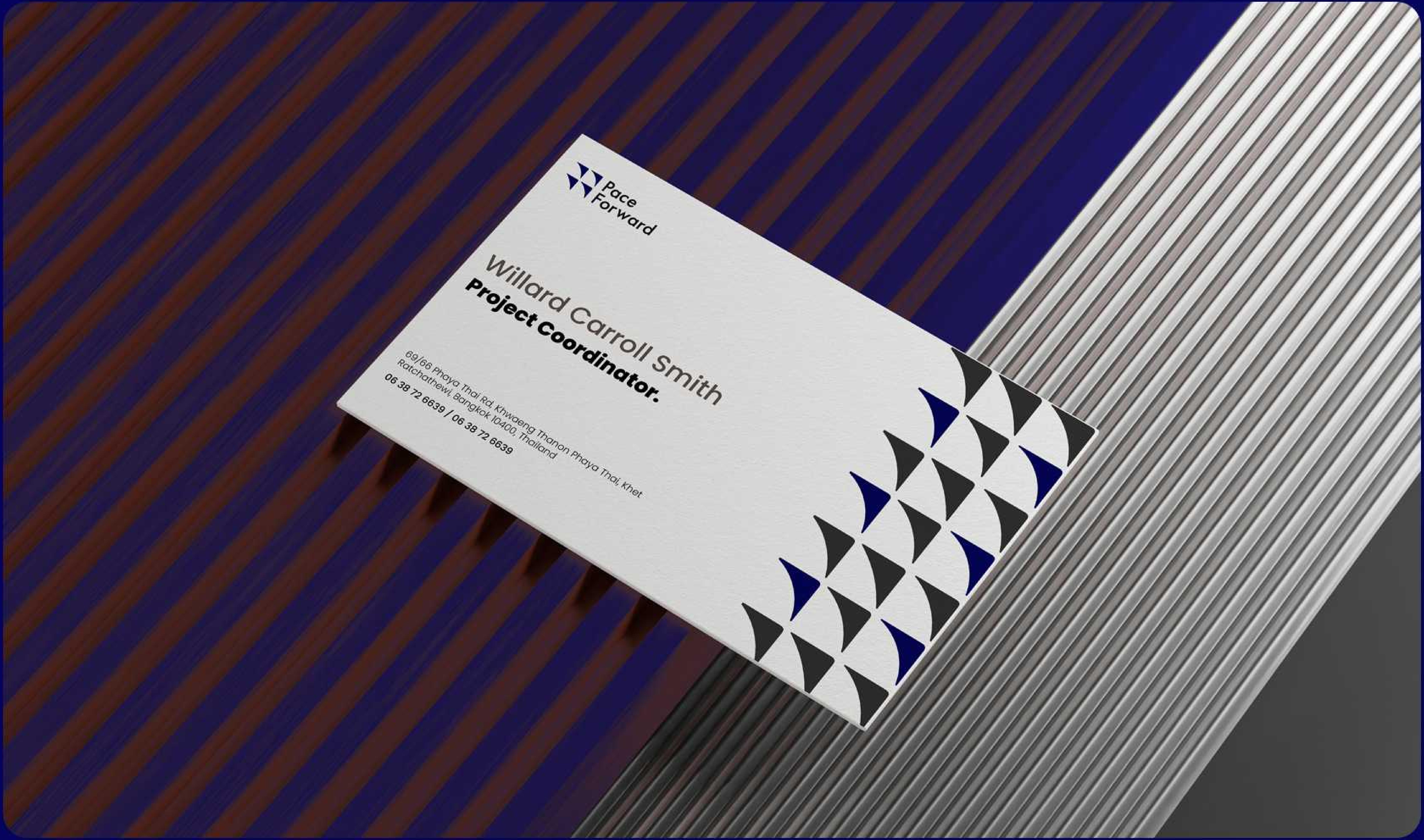
Round Angles





Pace Forward
Pace Forward
Pace Forward
John doe
Manager
Pace Forward
Pace Forward
Mr.
John doe
Great Street 01
W2, 123456
Lorem Ipsum dolor sit amet

Pace Forward
Why Pace
Courses
Corporate
About us
Gallery
Contact
FUTUR READY!
Why Pace
Idea:
Pace Forward
FUTUR READY!
Pace Forward



Pace
Forward

Willard Carroll Smith

Project Coordinator.

69/66 Phaya Thai Rd, Khwaeng Thanon Phaya Thai, Khet
Ratchathewi, Bangkok 10400, Thailand
06 38 72 6639 / 06 38 72 6639